

ABSTRACT

DANA is one of the leading digital wallets in Indonesia, widely used for various financial transactions. With the growing popularity of digital payment platforms in Indonesia, understanding user opinions has become increasingly important to enhance the quality of services and user experience. This study aims to analyze user sentiment toward the DANA application on Google Play Store by utilizing the Support Vector Machine (SVM) method combined with FastText word embedding. The dataset consists of user reviews collected from Google Play Store, labeled using a sentiment classification model based on Robustly Optimized BERT Pre-training Approach (RoBERTa) specifically trained for the Indonesian language. The study evaluates three SVM kernel scenarios: linear, RBF (Radial Basis Function), and Polynomial. The analysis results show that the Polynomial kernel with parameters $C = 0.1$, $\gamma = 10$, and $\text{degree} = 2$ achieves the best performance with an accuracy of 93.80%, precision of 95.11%, recall of 94.25%, and an F1-score of 94.68%. These results indicate that the combination of SVM and FastText is capable of providing accurate sentiment classification automatically. This analysis is expected to assist in improving the quality of the DANA application by offering a better understanding of user feedback.

Keywords : Digital Wallet, FastText, Sentiment Analysis, Support Vector Machine